

**UNITED STATES PATENT APPLICATION**

of

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and

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for

**BUSINESS METHOD FOR CHARITABLE FUND RAISING**

TO THE COMMISSIONER OF PATENTS AND TRADEMARKS:

Your petitioner, **Paul Swenson**, citizen of the United States, whose residence and postal mailing address is 9390 South 300 West, Sandy, Utah 84070; and **Lori L. Oakason**, citizen of the United States, whose residence and postal mailing address is 9390 South 300 West, Sandy Utah 84070, pray that letters patent may be granted to them as the inventors of a **BUSINESS METHOD FOR CHARITABLE FUND RAISING** as set forth in the following specification.

## **BUSINESS METHOD FOR CHARITABLE FUND RAISING**

Priority of application no. 60/543,063 filed February 6, 2004, in the United States Patent Office is hereby claimed.

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### **Field of the Invention**

The present invention relates generally to the field of business method patents. More particularly, the present invention relates to methods for charitable fundraising.

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### **BACKGROUND**

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Charitable organizations fill an important niche in society, allowing people to help take care of the sick, the poor and the needy, as well as advancing medicine, science and public welfare. Without the work of charitable organizations, the government would be forced to spend much more time, money, and energy on public welfare causes. In order for charitable organizations to exist, there has to be a method for obtaining funding. Often, a large portion of a charitable group's work involves fundraising.

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Raising money in the public and corporate sectors requires advertising to make the charitable organization and its cause known to the public. Advertising is often an expensive and time consuming ordeal. One of the most successful methods used to advertise is through telemarketing. However, telemarketing is still somewhat inefficient and can be impersonal. Members of the public must be contacted individually over the phone, often at inconvenient times. Further, telemarketing has become so burdensome to the public that laws have recently been enacted prohibiting most telemarketers from calling people that have signed on to a national 'Do Not Call List.' The list limits the effectiveness of telemarketing.

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One of the keys to successful fundraising is to limit the percentage of overhead required to raise the funds. While it may be possible to raise funds by throwing an elaborate gala with dinner and entertainment, such extravagance may leave few funds left for the charitable organization after the bills for the gala are paid. Even basic fundraising methods such as telemarketing, as previously discussed, can require a large percentage of the overall

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contributions to be re-invested to pay for the fundraising.

### **SUMMARY OF THE INVENTION**

The invention provides a method for charitable fund raising. The method can include the initial operation of identifying a charitable cause in need of funding. A further operation is

providing a plurality of flags to be displayed as a healing field. The display of the healing field can be linked to the charitable cause in need of funding. The healing field can also be displayed as part of a public awareness campaign. Finally, the flags that are displayed in the healing field can be sold, with the profits from the sale going to the charitable cause in need of funding.

5 Additional features and advantages of the invention will be apparent from the detailed description which follows, taken in conjunction with the accompanying drawings, which together illustrate, by way of example, features of the invention.

### **BRIEF DESCRIPTION OF THE DRAWINGS**

10 FIG. 1 is a flow chart depicting a business method for charitable fund raising.

### **DETAILED DESCRIPTION**

Reference will now be made to the exemplary embodiments illustrated in the drawings, and specific language will be used herein to describe the same. It will nevertheless be  
15 understood that no limitation of the scope of the invention is thereby intended. Alterations and further modifications of the inventive features illustrated herein, and additional applications of the principles of the inventions as illustrated herein, which would occur to one skilled in the relevant art and having possession of this disclosure, are to be considered within the scope of the invention.

20 Charitable organizations have attempted to overcome the problems associated with fundraising using a variety of methods. One commonly used method involves distributing paraphernalia imprinted with the name or logo of a charitable organization. While this method can keep overhead costs low, merely placing a charitable organization's logo in a public place does not necessarily educate the public about the charitable organization or encourage the public  
25 to donate funds. What is needed is a method for raising funds for a charitable organization that can reduce overhead, increase public awareness of the charitable organization and raise a substantial amount of the funds needed by the charitable organization.

In order to overcome the problems described and to provide a business method for charitable fundraising that can reduce overhead while increasing public awareness of the  
30 charitable organization and raise substantial funds, the present invention provides a business method for charitable fundraising, as illustrated in FIG. 1. The method includes step 110, which involves identifying a charitable cause in need of funding.

A further operation is providing a plurality of flags representing a "healing field", as shown in step 120. A healing field comprises an array of flags that can be associated with a

historical event, typically including an emotional aspect sensitive to a group or public sector. A historical event can be any event which has occurred in the past which establishes a memory associated with the historical event and whose value extends into a large group of people, such as a church congregation, a community, a city, a state, a nation, and so forth. Historical events can include historical events relating to soldiers, policemen, firemen, and other people that are giving life service. Historical events may also include events relating to historical figures such as Abraham Lincoln and Martin Luther King, and events relating to historical occurrences such as D-day, Pearl Harbor, and the September 11<sup>th</sup> attacks. Historical events may include the impact of diseases. For example, historical events may include the impact of deaths caused by diseases such as cancer or degenerative diseases. Historical events may also include events such as child abuse or spousal abuse, wherein each flag in a healing field may represent someone who has been a victim of abuse. A healing field that is an array of flags can invoke people's sympathies and memories concerning the historical event that the healing field represents.

A further operation involves linking a display of the healing field to the charitable cause in need of funding, as shown in step 130. This step may occur before, during, and after step 140 discussed below. Linking a display of the healing field to the charitable cause can involve educating the public about the charitable cause and how the healing field relates to that charitable cause. For example, a bank may sponsor a healing field representing a historical event, such as child abuse. People entering the bank may see advertisements in the bank concerning child abuse, with a plea to donate to the cause by sponsoring a flag that will appear in the healing field. Over time, tens to tens of thousands of sponsors may sign up to sponsor a flag, depending on the charitable cause, the size of the campaign, and other factors. The sponsors may then educate their friends, neighbors, and family on the charitable cause and its association to the healing field. The healing field may also be linked to the charitable cause by educating people through other forms of media such as radio, television, posters and signs in businesses, churches, clubs, public places, and any other form of communication that can educate the public. Sponsors may even go door to door, educating people and businesses about the field of flags and what it represents. Sponsorship of flags in the healing field is not limited to individuals. Churches, clubs, organizations, businesses, and corporations can sponsor single flags or groups of flags. For example, a large corporation may wish to purchase sponsorship of 1000 flags in a healing field. A small business may decide to purchase sponsorship of 50 flags.

In another embodiment, an entity may purchase all of the flags necessary to create a healing field. The entity may then recoup the cost of the sponsorship by selling the flags after the healing field has been displayed, as discussed below. For example, a bank may purchase the

flags for a healing field and display the field to represent the historical fight against muscular dystrophy. Either the bank or the muscular dystrophy charity may design the graphic layout of the field of flags in the healing field to correlate to a graphic figure relating to the charity.

5           Once the flags have been purchased through public or private donations, including sponsorships, a further operation includes displaying the healing field as part of a public awareness campaign, as shown in step 140. The healing field can be displayed in a public or private location where the public may view the flags. The healing field can be an array of tens of flags to tens of thousands of flags. The healing field may be placed in a location that  
10 coincides with the charitable cause, or it may be placed in a public park, around a public or private building, along a lake, a river, a path, or any other location that would allow the public to view the healing field. The healing field should be arranged in a geometric pattern that can catch the eye of the public.

          Selection of a graphic layout is important because the graphic image helps to stimulate  
15 the desired emotional response from the viewing public. For example, a large array in columns and rows creates an atmosphere of reverence, eliciting a spirit of respect and admiration. The healing field may also be placed in a linear array. The linear array can be an array of flags placed either in single file or several deep. The linear array can be placed along a path, a lake, a river, a building, a road, a highway, a trail, a hill, a mountain, or a military base.

20           The display of flags can also encourage the public to become more familiar with the charitable cause that relates to the healing field. The display may include signs explaining the purpose of the healing field, and the charitable cause it represents. Advertisements explaining the purpose of the healing field may also be produced through other forms of print and audio-visual media. The display of the healing field, together with advertisements explaining the  
25 purpose of the healing field, can educate the public about the historical event and encourage them to donate to the charitable cause that is in need of funding.

          The method further includes step 150, which involves selling the flags that are displayed in the healing field and donating the proceeds to the charitable cause in need of funding. This step can take place once the healing field has been displayed for an appropriate amount of time  
30 to allow the public to become familiar with the historical purpose behind the healing field. The flags may be sold through another advertising campaign. The advertising campaign to sell the flags may comprise print ads and/or audiovisual advertisements in newspapers and magazines, and on the radio and television, and through the use of the news and media. The advertising campaign may also include the use of the internet to raise public awareness of the healing field

and the sale of the flags in the field to benefit the charitable cause. Alternatively, the flags in the healing field may be sold in an auction. The auction may be a physical auction, or it may be an internet auction, such as placing the flags for sale on EBay®.

As mentioned above, flags are often used to commemorate emotional events because  
5 they promote an emotional response in people. The emotional response provoked by the healing field can be used to increase the value of the flags used to create the field, thus increasing the profits that can be donated to the charitable cause. The present invention therefore provides a method for raising funds for a charitable organization that can reduce overhead, increase public awareness of the charitable organization, and raise a substantial amount of the funds needed by  
10 the charitable organization.

It is to be understood that the above-referenced arrangements are only illustrative of the application for the principles of the present invention. Numerous modifications and alternative arrangements can be devised without departing from the spirit and scope of the present invention. While the present invention has been shown in the drawings and fully described  
15 above with particularity and detail in connection with what is presently deemed to be the most practical and preferred embodiment(s) of the invention, it will be apparent to those of ordinary skill in the art that numerous modifications can be made without departing from the principles and concepts of the invention as set forth herein.